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Substitute for Form 1449 (Rev. 11/99)  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> (Use as many sheets as necessary)				<b>Complete if Known</b>		
				Application Number	10/609,331	
Sheet		1	of	13	Filing Date	June 26, 2003
					First Named Inventor	David W. Deaton
					Art Unit	3624
					Examiner Name	Millin, Vincent A.
					Attorney Docket Number	2222.219000V

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
AAS	US1	RE30,579	04/1981	Goldman <i>et al.</i>	
	US2	RE30,580	04/1981	Goldman <i>et al.</i>	
	US3	RE30,821	12/1981	Goldman	
	US4	RE34,915	04/1995	Nichtberger <i>et al.</i>	
	US5	2,995,727	08/1961	Quade	
	US6	3,316,536	04/1967	Andrews <i>et al.</i>	
	US7	3,465,289	09/1969	Klein	
	US8	3,528,058	09/1970	Bond	
	US9	3,535,682	10/1970	Dykaar <i>et al.</i>	
	US10	3,576,539	04/1971	Huber	
	US11	3,605,092	09/1971	Richard	
	US12	3,629,829	12/1971	Ordower	
	US13	3,657,702	04/1972	Stephenson, Jr.	
	US14	3,697,693	10/1972	Deschenes <i>et al.</i>	
	US15	3,719,927	03/1973	Michels <i>et al.</i>	
	US16	3,786,421	01/1974	Wostl <i>et al.</i>	
	US17	3,792,437	02/1974	Blumenthal <i>et al.</i>	
	US18	3,833,885	09/1974	Gentile <i>et al.</i>	
	US19	3,876,981	04/1975	Welch	
✓	US20	3,914,789	10/1975	Coker, Jr. <i>et al.</i>	

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		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)			
AAS	FP1	EP 0 511 463 A2	11/1992	Greer <i>et al.</i>	
	FP2	EP 0 512 509 A2	11/1992	O'Brien <i>et al.</i>	
	FP3	EP 0 708 409 A2	04/1996	Goodwin III	
	FP4	EP 0 749 091 A2	12/1996	Goodwin III	
	FP5	EP 0 837 438 A2	04/1998	Goodwin III	
	FP6	GB 1 525 928	09/1978	Rudd	
	FP7	GB 2 094 532 A	09/1982	Elinder	
	FP8	JP 52-16941	02/1977	Takagi	
✓	FP9	JP 55-47560	04/1980	Suzaki	

Examiner Signature	/Amea A. Shah/	Date Considered	02/01/2007
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Substitute for form 1449/PTO				<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(Use as many sheets as necessary)</i>				Application Number	10/609,331
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				First Named Inventor	David W. Deaton
				Art Unit	3624
				Examiner Name	Millin, Vincent A.
Sheet	2	of	13	Attorney Docket Number	2222.219000V

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AAS	US21	3,941,977	03/1976	Voss <i>et al.</i>	
	US22	3,949,363	04/1976	Holm	
	US23	3,959,624	05/1976	Kaslow	
	US24	3,987,411	10/1976	Krukltis <i>et al.</i>	
	US25	4,002,886	01/1977	Sundelin	
	US26	4,015,701	04/1977	Templeton	
	US27	4,017,835	04/1977	Randolph	
	US28	4,027,142	05/1977	Paup <i>et al.</i>	
	US29	4,053,735	10/1977	Foudos	
	US30	4,053,737	10/1977	Lafevers <i>et al.</i>	
	US31	4,063,070	12/1977	Delarue <i>et al.</i>	
	US32	4,087,789	05/1978	Beery	
	US33	4,088,879	05/1978	Banka <i>et al.</i>	
	US34	4,091,448	05/1978	Clausing	
	US35	4,107,653	08/1978	Krukltis	
	US36	4,109,238	08/1978	Creekmore	
	US37	4,114,027	09/1978	Slater <i>et al.</i>	
	US38	4,124,109	11/1978	Bissell <i>et al.</i>	
	US39	4,127,770	11/1978	Baader	
✓	US40	4,142,235	02/1979	Tadakuma <i>et al.</i>	

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		Country Code <sup>2</sup> Number <sup>3</sup> Kind Code <sup>4</sup> (if known)					
AAS	FP10	JP 56-27468	03/1981	Takano			
↓	FP11	JP 58-155475	09/1983	Shiono			
	FP12	JP 58-178475	10/1983	Sakamoto			
	FP13	JP 59-94166	05/1984	Takahashi			
	FP14	JP 59-184965	10/1984	Shiyudou			
	FP15	JP 9-101988	04/1997	Ishigami			
	FP16	WO 86/03310 A1	06/1986	McGlynn <i>et al.</i>			
	FP17	WO 91/03789 A1	03/1991	Irion <i>et al.</i>			
	↓	FP18	WO 95/03570 A2	02/1995	Deaton <i>et al.</i>		

Examiner Signature	/Amea A. Shah/	Date Considered	02/01/2007
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AAS	US41	4,143,355	03/1979	MacIntyre	
	US42	4,143,356	03/1979	Nally	
	US43	4,148,010	04/1979	Shiau	
	US44	4,176,783	12/1979	Eppich	
	US45	4,201,978	05/1980	Nally	
	US46	4,208,575	06/1980	Haltorf	
	US47	4,245,211	01/1981	Kao	
	US48	4,260,880	04/1981	Thomas	
	US49	4,277,689	07/1981	Thomas <i>et al.</i>	
	US50	4,325,117	04/1982	Parmet <i>et al.</i>	
	US51	4,332,325	06/1982	Manizza	
	US52	4,356,472	10/1982	Hau-Chun Ku <i>et al.</i>	
	US53	4,380,734	04/1983	Allerton	
	US54	4,381,494	04/1983	Wisner	
	US55	4,396,902	08/1983	Warthan <i>et al.</i>	
	US56	4,399,553	08/1983	Toyama	
	US57	4,404,649	09/1983	Nunley <i>et al.</i>	
	US58	4,425,626	01/1984	Parmet <i>et al.</i>	
	US59	4,439,670	03/1984	Basset <i>et al.</i>	
✓	US60	4,441,204	04/1984	Hanna	

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AAS	FP19	WO 96/41289 A2	12/1996	Jones	
AAS	FP20	WO 97/08638 A1	03/1997	Fraser	
AAS	FP21	WO 97/23838 A1	07/1997	Scroggie <i>et al.</i>	
AAS	FP22	WO 98/14921 A1	04/1998	Kravitz	
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AAS	US61	4,453,074	06/1984	Weinstein	
	US62	4,485,300	11/1984	Peirce	
	US63	4,510,615	04/1985	Rohrer	
	US64	4,523,330	06/1985	Cain	
	US65	4,547,780	10/1985	Cummins	
	US66	4,547,899	10/1985	Nally <i>et al.</i>	
	US67	4,554,446	11/1985	Murphy <i>et al.</i>	
	US68	4,595,997	06/1986	Parinet <i>et al.</i>	
	US69	4,617,457	10/1986	Granzow <i>et al.</i>	
	US70	4,628,194	12/1986	White	
	US71	4,630,201	12/1986	White	
	US72	4,670,853	06/1987	Stepien	
	US73	4,672,377	06/1987	Murphy <i>et al.</i>	
	US74	4,672,572	06/1987	Alsberg	
	US75	4,673,802	06/1987	Ohmae <i>et al.</i>	
	US76	4,674,041	06/1987	Lemon <i>et al.</i>	
	US77	4,676,343	06/1987	Humble <i>et al.</i>	
	US78	4,678,895	07/1987	Tateisi <i>et al.</i>	
	US79	4,703,423	10/1987	Bado <i>et al.</i>	
✓	US80	4,722,054	01/1988	Yorozu <i>et al.</i>	

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AAS	US81	4,723,212	02/1988	Mindrum <i>et al.</i>	
	US82	4,727,243	02/1988	Savar	
	US83	4,745,468	05/1988	Von Kohorn	
	US84	B1 4,745,468	06/1991	Von Kohorn	
	US85	4,748,668	05/1988	Shamir <i>et al.</i>	
	US86	4,748,673	05/1988	Barre <i>et al.</i>	
	US87	4,750,119	06/1988	Cohen <i>et al.</i>	
	US88	4,776,021	10/1988	Ho	
	US89	4,791,281	12/1988	Johnsen <i>et al.</i>	
	US90	4,797,938	01/1989	Will	
	US91	4,799,156	01/1989	Shavit <i>et al.</i>	
	US92	4,809,351	02/1989	Abramovitz <i>et al.</i>	
	US93	4,810,866	03/1989	Lord, Jr.	
	US94	4,812,628	03/1989	Boston <i>et al.</i>	
	US95	4,821,186	04/1989	Munakata <i>et al.</i>	
	US96	4,825,045	04/1989	Humble	
	US97	4,833,308	05/1989	Humble	
	US98	4,872,113	10/1989	Dinerstein	
	US99	4,876,592	10/1989	Von Kohorn	
✓	US100	4,882,675	11/1989	Nichtberger <i>et al.</i>	

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	US102	4,887,207	12/1989	Natarajan	
	US103	4,891,503	01/1990	Jewell	
	US104	4,897,880	01/1990	Wilber <i>et al.</i>	
	US105	4,908,761	03/1990	Tai	
	US106	4,910,672	03/1990	Off <i>et al.</i>	
	US107	4,926,255	05/1990	Von Kohorn	
	US108	4,933,536	06/1990	Lindemann <i>et al.</i>	
	US109	4,941,090	07/1990	McCarthy	
	US110	4,947,321	08/1990	Spence <i>et al.</i>	
	US111	4,949,256	08/1990	Humble	
	US112	4,972,504	11/1990	Daniel, Jr. <i>et al.</i>	
	US113	4,975,841	12/1990	Kehnmuyi <i>et al.</i>	
	US114	4,982,346	01/1991	Girouard <i>et al.</i>	
	US115	4,993,068	02/1991	Piosenka <i>et al.</i>	
	US116	5,008,518	04/1991	Taussig <i>et al.</i>	
	US117	5,010,485	04/1991	Bigari	
	US118	5,014,324	05/1991	Mazumder	
	US119	5,025,372	06/1991	Burton <i>et al.</i>	
	US120	5,034,807	07/1991	Von Kohorn	

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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(Use as many sheets as necessary)</i>				Application Number	10/609,331
				Filing Date	June 26, 2003
				First Named Inventor	David W. Deaton
				Art Unit	3624
				Examiner Name	Millin, Vincent A.
Sheet	7	of	13	Attorney Docket Number	2222.219000V

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
AAS	US121	5,040,226	08/1991	Elischer <i>et al.</i>	
	US122	5,053,607	10/1991	Carlson <i>et al.</i>	
	US123	5,053,955	10/1991	Peach <i>et al.</i>	
	US124	5,054,092	10/1991	LaCaze	
	US125	5,056,019	10/1991	Schultz <i>et al.</i>	
	US126	5,057,915	10/1991	Von Kohorn	
	US127	5,070,452	12/1991	Doyle, Jr. <i>et al.</i>	
	US128	5,077,805	12/1991	Tan	
	US129	5,091,634	02/1992	Finch <i>et al.</i>	
	US130	5,095,195	03/1992	Harman <i>et al.</i>	
	US131	5,117,355	05/1992	McCarthy	
	US132	5,128,520	07/1992	Rando <i>et al.</i>	
	US133	5,128,752	07/1992	Von Kohorn	
	US134	5,172,314	12/1992	Poland <i>et al.</i>	
	US135	5,173,851	12/1992	Off <i>et al.</i>	
	US136	5,179,375	01/1993	Dick <i>et al.</i>	
	US137	5,185,695	02/1993	Pruchnicki	
	US138	5,201,010	04/1993	McCarthy	
	US139	5,202,826	04/1993	Deaton <i>et al.</i>	
✓	US140	5,227,874	07/1993	Von Kohorn	

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AAS	US141	5,235,345	08/1993	Ohno <i>et al.</i>	
	US142	5,237,496	08/1993	Kagami <i>et al.</i>	
	US143	5,237,620	08/1993	Deaton <i>et al.</i>	
	US144	5,245,164	09/1993	Oyama	
	US145	5,245,533	09/1993	Marshall	
	US146	5,249,044	09/1993	Von Kohorn	
	US147	5,251,152	10/1993	Notess	
	US148	5,253,345	10/1993	Fernandes <i>et al.</i>	
	US149	5,256,863	10/1993	Ferguson <i>et al.</i>	
	US150	5,283,734	02/1994	Von Kohorn	
	US151	5,305,196	04/1994	Deaton <i>et al.</i>	
	US152	5,310,997	05/1994	Roach <i>et al.</i>	
	US153	5,327,508	07/1994	Deaton <i>et al.</i>	
	US154	5,337,253	08/1994	Berkovsky <i>et al.</i>	
	US155	5,353,218	10/1994	De Lapa <i>et al.</i>	
	US156	5,368,129	11/1994	Von Kohorn	
	US157	5,388,165	02/1995	Deaton <i>et al.</i>	
	US158	5,430,644	07/1995	Deaton <i>et al.</i>	
	US159	5,448,471	09/1995	Deaton <i>et al.</i>	
✓	US160	5,459,306	10/1995	Stein <i>et al.</i>	

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AAS	US161	5,483,049	01/1996	Schulze, Jr.	
	US162	5,493,107	02/1996	Gupta <i>et al.</i>	
	US163	5,508,731	04/1996	Von Kohorn	
	US164	5,515,098	05/1996	Carles	
	US165	5,592,560	01/1997	Deaton <i>et al.</i>	
	US166	5,604,788	02/1997	Tett	
	US167	5,612,527	03/1997	Ovadia	
	US168	5,612,868	03/1997	Off <i>et al.</i>	
	US169	5,621,812	04/1997	Deaton <i>et al.</i>	
	US170	5,632,010	05/1997	Briechele <i>et al.</i>	
	US171	5,638,457	06/1997	Deaton <i>et al.</i>	
	US172	5,642,484	06/1997	Harrison, III <i>et al.</i>	
	US173	5,642,485	06/1997	Deaton <i>et al.</i>	
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	US175	5,649,114	07/1997	Deaton <i>et al.</i>	
	US176	5,659,469	08/1997	Deaton <i>et al.</i>	
	US177	5,675,662	10/1997	Deaton <i>et al.</i>	
	US178	5,687,322	11/1997	Deaton <i>et al.</i>	
	US179	5,697,844	12/1997	Von Kohorn	
V	US180	5,708,782	01/1998	Larson <i>et al.</i>	

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AAS	US181	5,710,886	01/1998	Christensen <i>et al.</i>	
	US182	5,712,989	01/1998	Johnson <i>et al.</i>	
	US183	5,713,795	02/1998	Von Kohorn	
	US184	5,717,866	02/1998	Naftzger	
	US185	5,719,382	02/1998	White	
	US186	5,740,549	04/1988	Reilly <i>et al.</i>	
	US187	5,751,257	05/1998	Sutherland	
	US188	5,759,101	06/1998	Von Kohorn	
	US189	5,761,648	06/1998	Golden <i>et al.</i>	
	US190	5,765,143	06/1998	Sheldon <i>et al.</i>	
	US191	5,771,172	06/1998	Yamamoto <i>et al.</i>	
	US192	5,781,894	07/1998	Petrecca <i>et al.</i>	
	US193	5,793,972	08/1998	Shane	
	US194	5,797,132	08/1998	Altwasser	
	US195	5,806,044	09/1998	Powell	
	US196	5,819,954	10/1998	Lacriola	
	US197	5,822,735	10/1998	De Lapa <i>et al.</i>	
	US198	5,832,456	11/1998	Fox <i>et al.</i>	
	US199	5,832,457	11/1998	O'Brien <i>et al.</i>	
✓	US200	5,844,221	12/1998	Madigan, Jr. <i>et al.</i>	

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AAS	US201	5,845,259	12/1998	West <i>et al.</i>	
	US202	5,845,529	12/1998	Moshe <i>et al.</i>	
	US203	5,850,446	12/1998	Berger <i>et al.</i>	
	US204	5,854,746	12/1998	Yamamoto <i>et al.</i>	
	US205	5,855,007	12/1998	Jovicic <i>et al.</i>	
	US206	5,857,175	01/1999	Day <i>et al.</i>	
	US207	5,870,714	02/1999	Shetty <i>et al.</i>	
	US208	5,873,069	02/1999	Reuhl <i>et al.</i>	
	US209	5,875,415	02/1999	Lieb <i>et al.</i>	
	US210	5,887,271	03/1999	Powell	
	US211	5,899,980	05/1999	Wilf <i>et al.</i>	
	US212	5,905,246	05/1999	Fajkowski	
	US213	5,907,350	05/1999	Nemirofsky	
	US214	5,907,830	05/1999	Engel <i>et al.</i>	
	US215	5,918,211	06/1999	Sloane	
	US216	5,918,212	06/1999	Goodwin, III	
	US217	5,918,214	06/1999	Perkowski	
	US218	5,933,813	08/1999	Teicher <i>et al.</i>	
	US219	5,963,133	10/1999	Monjo	
	US220	5,974,399	10/1999	Guiliani <i>et al.</i>	

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AAS	US221	6,009,407	12/1999	Garg	
	US222	6,009,411	12/1999	Kepecs	
	US223	6,012,040	01/2000	Goodwin, III	
	US224	6,014,634	01/2000	Scroogie <i>et al.</i>	
	US225	6,021,362	02/2000	Maggard <i>et al.</i>	
	US226	6,035,280	03/2000	Christensen	
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	US228	6,061,660	05/2000	Eggleston <i>et al.</i>	
	US229	6,070,147	05/2000	Harms <i>et al.</i>	
	US230	6,076,068	06/2000	De Lapa <i>et al.</i>	
	US231	6,076,070	06/2000	Stack	
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	US233	6,138,911	10/2000	Fredregill <i>et al.</i>	
	US234	6,141,010	10/2000	Hoyle	
	US235	6,142,371	11/2000	Oneda	
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	US237	6,185,541 B1	02/2001	Scroggie <i>et al.</i>	
	US238	6,216,129 B1	04/2001	Eldering	
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✓	US240	6,246,997 B1	06/2001	Cybul <i>et al.</i>	

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Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)			
	FP				
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Examiner Signature	/Ame A. Shah/	Date Considered	02/01/2007
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Substitute for form 1449/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> (Use as many sheets as necessary)				<b>Complete if Known</b>	
				Application Number	10/609,331
Sheet		13	of	13	Filing Date June 26, 2003
					First Named Inventor David W. Deaton
					Art Unit 3624
					Examiner Name Millin, Vincent A.
					Attorney Docket Number 2222.219000V

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
AAS	US241	6,249,772 B1	06/2001	Walker <i>et al.</i>	
	US242	6,260,024 B1	06/2001	Shkedy	
	US243	6,292,786 B1	09/2001	Deaton <i>et al.</i>	
	US244	6,314,406 B1	11/2001	O'Hagan <i>et al.</i>	
	US245	6,317,722 B1	11/2001	Jacobi <i>et al.</i>	
	US246	6,321,210 B1	11/2001	O'Brien <i>et al.</i>	
	US247	6,321,984 B1	11/2001	McCall <i>et al.</i>	
	US248	6,330,543 B1	12/2001	Kepecs	
	US249	6,332,128 B1	12/2001	Nicholson	
	US250	6,334,108 B1	12/2001	Deaton <i>et al.</i>	
	US251	6,336,099 B1	01/2002	Barnett <i>et al.</i>	
	US252	6,351,735 B1	02/2002	Deaton <i>et al.</i>	
	US253	6,424,949 B1	07/2002	Deaton <i>et al.</i>	
	US254	6,516,302 B1	02/2003	Deaton <i>et al.</i>	
	US255	6,609,104 B1	08/2003	Deaton <i>et al.</i>	
	US256	6,611,811 B1	08/2003	Deaton <i>et al.</i>	
	US257	6,993,498 B1	01/2006	Deaton <i>et al.</i>	
	US258	2006/0100931 A1	05/2006	Deaton <i>et al.</i>	
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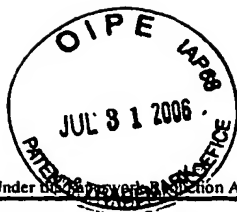
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		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				
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Examiner Signature	/Amea A. Shah/	Date Considered	02/01/2007
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		Application Number	10/609,331		
		Filing Date	June 26, 2003		
		First Named Inventor	David W. Deaton		
		Art Unit	3624		
		Examiner Name	Millin, Vincent A.		
Sheet	1	of	11	Attorney Docket Number	2222.219000V

<b>NON PATENT LITERATURE DOCUMENTS</b>			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume issue number(s), publisher, city and/or country where published	T <sup>2</sup>
AAS	NPL1	English Abstract for Japanese Patent Publication No. JP52016941, 1 page.	
	NPL2	English Abstract for Japanese Patent Publication No. JP55047560, 1 page.	
	NPL3	English Abstract for Japanese Patent Publication No. JP56027468, 1 page.	
	NPL4	English Abstract for Japanese Patent Publication No. JP58155475, 1 page.	
	NPL5	English Abstract for Japanese Patent Publication No. JP58178475, 1 page.	
	NPL6	English Abstract for Japanese Patent Publication No. JP59094166, 1 page.	
	NPL7	English Abstract for Japanese Patent Publication No. JP59184965, 1 page.	
	NPL8	English Abstract for Japanese Patent Publication No. JP9101988, 1 page.	
	NPL9	Deaton <i>et al.</i> , U.S. Patent Appl. No. 11/212,140, filed August 26, 2005, entitled "Method and System for Accumulating Marginal Discounts and Applying an Associated Incentive Upon Achieving Threshold".	
✓	NPL10	Alba Joseph et al.; "Interactive Home Shopping"; Journal of Marketing, vol. 61, Jul. 1997, pp. 38-53.	

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		Filing Date	June 26, 2003		
		First Named Inventor	David W. Deaton		
		Art Unit	3624		
		Examiner Name	Millin, Vincent A.		
Sheet	2	of	11	Attorney Docket Number	2222.219000V

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AAS	NPL11	American National Standard Specifications for Placement and Location of MICR Printing--X9.13 American Bankers Association, May 4, 1990 (22 sheets).	
	NPL12	Amy Doan "The shopper's wallet-More and more retailers are using rewards clubs to keep customers, generate market research", San Francisco Chronicle:Jul. 31, 1998.	
	NPL13	Antonio Feuchtwanger, "Smarter Cards Think for Themselves in US Tests," The Daily Telegraph, p. 20, Nov. 2, 1990 (printout of online version, 1 sheet).	
	NPL14	Are You Thinking About the New Benefits of Scanning?, transcript of speech by Robert S. Ukrop, 1987 Food Marketing Institute Convention, May 5, 1987, 1 cover page and pp. 1-9.	
	NPL15	Boyd, "New directions in supermarkets," Incentive, v168, n11, pp. 41-45, November 1994.	
	NPL16	Bradley Johnson, "Catalina Adds Coupon Options," Advertising Age, pp. 1 and 58, Nov. 26, 1990; and printout of online version (2 sheets).	
	NPL17	Carlene A. Thissen, "Front-End Electronic Marketing--Frequent Shopper and Other Programs," Food Marketing Institute, 1991; cover page and pp. i-x and 1-70.	
	NPL18	Carlene A. Thissen, "Perspectives on Electronic Marketing with Emphasis on Promotion Inside Supermarkets," Food Marketing Institute, 3 cover pages and pp. i-v and 1-39, May 1990.	
	NPL19	Carlene Thissen & John Karolefski, "Target 2000: The Rising Tide of TechnoMarketing," American Book Company, 1998.	
↓	NPL20	Carole Sugarman, "In-Store Computer Terminals, A Super Marketing Device," The Washington Post, May 28, 1986 (printout of online version, 4 sheets).	

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				Filing Date	June 26, 2003
				First Named Inventor	David W. Deaton
				Art Unit	3624
				Examiner Name	Millin, Vincent A.
				Attorney Docket Number	2222.219000V
Sheet	3	of	11		

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AAS	NPL21	Catalina Marketing Corp. Outmaneuvers Citicorp POS, Industry Leader Launches Frequent Shopper Program in Electronic Network of 2,500 Stores, News Release, PR Newswire, Jun. 16, 1989 (printout of online version, 2 sheets).	
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	NPL23	Catalina Marketing Unveils New Supermarket Continuity Programs and "Checkout Direct," Point of Scan: The Newsletter of Electronic Marketing, Jan. 1991, pp. 1 and 3.	
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	NPL25	Cathy Cebulski, "P&G, Central Trust Develop Electronic Marketing System," The Greater Cincinnati Business Record, p. 4, Mar. 26-Apr. 1, 1990.	
	NPL26	Central Trust/P&G Card Links Shopper Purchases, Bank Marketing Magazine, Sep., 1988, p. 51 (printout of online version, 1 sheet).	
	NPL27	Chase and Concord Join Forces To Provide Point-Of-Sale Services, Chase Manhattan Bank News Release, May 9, 1988 (3 sheets).	
	NPL28	Checking Checks at DeMoulas, Chain Store Age Executive, vol. 59, No. 2, Feb. 1983, pp. 18-19; with printout of online abstract (1 sheet).	
	NPL29	Checking Checks, Miami Herald, Jun. 15, 1987, p. s-17 (printout of online version, 1 sheet).	
V	NPL30	Cleveland Shoppers Save Money With New Electronic Checkout System, PR Newswire, p. 1, Nov. 17, 1988 (printout on online version, 1 sheet).	

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				First Named Inventor	David W. Deaton
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Sheet	4	of	11		

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AAS	NPL31	Co-op Links Scanning With Promotions, Retail Automation, Nov./Dec., 1988, pp. 21-22.	
	NPL32	David Goldsmith, "Electronic Coupons," Target Marketing, North American Publishing Co., Jul. 1987, (1 sheet).	
	NPL33	Death of Frequent Shopper Programs? Food and Beverage Marketing, vol. 9, No. 12, cover page and pp. 5 and 10-11, Dec. 1990; and printout of online version (2 sheets).	
	NPL34	DIY Promos Via Video POS, Chain Store Age Executive, vol. 64, No. 4, cover page and pp. 76, 78, Apr., 1988; and printout of online version (3 sheets).	
	NPL35	Egon Schmidt, "Der Glaserne Verbraucher", Elektronik, vol. 40, No. 23, Nov. 12, 1991, pp. 42-45; with English translation, pp. 1-13.	
	NPL36	Fensholt, Carol; "Shelf Labels Go Electronic, Merchandising Goes Dynamic," Supermarket Business, vol. 43, No. 5, May, 1988, p. 46(4).	
	NPL37	Focus on general merchandise, Supermarket News, v35, pS4(20), March 1985.	
	NPL38	Forger, Gary, "Real-time Control Drives JIT Success," Modern Materials Handling; Boston; Vol. 47, Issue 12, October 1992, extracted on Internet from Proquest database, <a href="http://proquest.umi.com">http://proquest.umi.com</a> on February 25, 2002.	
	NPL39	Frequent Buyer Programs Get Off The Ground, Dairy Foods, Nov. 1989, p. 64 (printout of online version, 1 sheet).	
↓	NPL40	Garry, Michael; "Will Supermarket Play Electronic Tag?", Progressive Grocer, Jul. 1991, pp. 99-104.	

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AAS	NPL41	Gerald Abowitz, "Electronic MICR Printing and Check Processing," Interquest, May, 1994, 2 cover pages and pp. vii-viii and 23-36.	
	NPL42	Getting Personal, Retail Week, Jun. 1, 1990 (1 sheet).	
	NPL43	Giant to Test Supermarket Cash Rebates, Washington Post, Jun. 14, 1989, pp. A1, A32 (printout of online version, 1 sheet).	
	NPL44	Grocery Stores Copy Airlines With Frequent Buyer Bonuses, Wall Street Journal 3 Star, Eastern Edition, Aug. 7, 1986, p. 21 (printout of online version, 1 sheet).	
	NPL45	GTE Joins Proctor & Gamble and Others in New Technology Partnership, PR Newswire, vol. 0, No. 0, p. 1, Jun. 26, 1990 (printout of online abstract, 1 sheet).	
	NPL46	Hall Daniel; "Electronic Tags Aglow in 2 Units," Supermarket News, vol. 37, No. 49, Dec. 7, 1997, p. 43(1).	
	NPL47	Hitting the Target, Retail Automation, Nov./Dec., 1990, pp. 12-13.	
	NPL48	Holly Klokis, "UKROP's Test Data Base Marketing Program--Electronic Couponing Tracks Buying Behavior of Valued Customers," Chain Store Age Executive, Sep. 1987 (3 sheets).	
	NPL49	Instant Coupons on Video Screens Set for Test Run at Finast Checkouts, Plain Dealer, Cleveland, Ohio, Nov. 18, 1988, p. B15 (printout of online version, 1 sheet).	
✓	NPL50	Interactive POS Video Yields Instant Results, Chain Store Age Executive, Sep. 1988, cover sheet and pp. 52-53 and 55.	

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AAS	NPL51	Jeffrey Kutler, "Chase Forms Alliance with Terminal Vendor," The American Banker, May 18, 1988 (printout of online version, 2 sheets).	
	NPL52	Jerrold Ballinger, "Coupon System Might 'Replace Mail,'" DM News, p.1, Nov. 12, 1990 (printout of online version, 2 sheets).	
	NPL53	Laurie Petersen, "Catalina Launches Two New Coupon Programs," Adweek, Nov. 12, 1990 (printout of online version, 1 sheet).	
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	NPL55	Linda P. Campbell, "Looking for Ways to Protect Privacy--Caller ID Brings Calls for Safeguards," Chicago Tribune, Sec. C, p. 21 (printout of online version, 4 sheets).	
	NPL56	Lorrie Grant, "Let Your Fingers Do Shopping . . . In Store," USA Today, Jul. 28, 1999, p. 3B (1 sheet); and printout of online version (3 sheets).	
	NPL57	Lynette D. Hazelton, "What's New in Supermarket Promotion--Tracking Shoppers with Personal Bar Codes", New York Times, Jun. 18, 1989 (1 sheet).	
	NPL58	Lynn Coleman, "'Smart Card,' Coupon Eater Targeted to Grocery Retailers", Marketing News, American Marketing Association, Jun. 6, 1988, vol. 22, No. 12 (2 sheets).	
	NPL59	Martha Groves, "Frequent-Shopper Plans are Wooing Customers," Los Angeles Times, pp. 1 and 36-37, Oct. 1, 1989 (4 sheets).	
V	NPL60	Michael Freitag, "In This Computer Age, Who Needs Coupons?" New York Times, Jun. 15, 1989 (1 sheet).	

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Substitute for form 1449/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(Use as many sheets as necessary)</i>				<b>Complete if Known</b>	
				Application Number	10/609,331
				Filing Date	June 26, 2003
				First Named Inventor	David W. Deaton
				Art Unit	3624
				Examiner Name	Millin, Vincent A.
Sheet	7	of	11	Attorney Docket Number	2222.219000V

NON PATENT LITERATURE DOCUMENTS				
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume number, publisher, city and/or country where published	T <sup>2</sup>	
AAS	NPL61	Michael Gates, "Database Marketing--The Unfulfilled Promise," Incentive, Sep. 1989 (5 sheets).		
	NPL62	MICR 101, Xerox Internet Site, 1998 (excerpts, 20 sheets).		
	NPL63	Mindy Fetterman, "Capturing Customers in a Cool Economy," USA Today, p. 8B, Nov. 19, 1990 (printout of online version, 1 sheet).		
	NPL64	Mollie Neal, "Quaker's Direct Hit," Direct Marketing, vol. 53, No. 9, p. 52, Jan. 1991 (printout of online version, 5 sheets).		
	NPL65	Murray Raphel, "Take a Card . . . Any Card Please!", Direct Marketing, pp. 63-68, Feb. 1990.		
	NPL66	Nancy Zeldis, "Targeted Coupons Hit Non-Users," Advertising Age, p. S-26, Apr. 27, 1987 (3 sheets).		
	NPL67	Pioneer offers special finance options for 1999; New programs designed to aid crop producers following challenging year, PR Newswire:Oct. 30, 1998.		
	NPL68	PurPura, "Ralphs will test Secure Couponing on Internet," Supermarket News, v47, n34, p17+, August 1997.		
	NPL69	Raphel, "Take a card . . . any card please" Direct Marketing, Feb. 1990, pp. 63-68.		
✓	NPL70	Rob Jackson, "Package Goods' New Target: Database Marketing," DM News, Dec. 10, 1990 (printout of online version, 6 sheets).		

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AAS	NPL71	Robert C. Blattberg, "Assessing and Capturing the Soft Benefits of Scanning," a study conducted for the Coca-Cola Retailing Research Council, May, 1988, 3 cover pages and pp. i-iii and 1-43.	
	NPL72	Ronald Tanner, "A New Dimension in Marketing," Progressive Grocer, vol. 66, No. 5, May 1987, cover page and pp. 133-134, 136.	
	NPL73	Russ Stanton, "Notebook" The Orange County Register, Nov. 8, 1990 (printout of online version, 1 sheet).	
	NPL74	Rylla R. Goldberg, "MICR Handbook", Health Printers Inc., and Goldberg Publications, 1985, 5 cover pages and pp. 1, 3, 5 and 7-65.	
	NPL75	S&H, Saffer Reward Frequent Shoppers, Advertising Age, Mar. 16, 1987, p. 22 (printout of online version, 1 sheet).	
	NPL76	Samuel Berke, "An Analysis of Various Check Verification Services," The Credit World, vol. 65, No. 1, Oct. 1976, pp. 20-21; with printout of online abstract (1 sheet).	
	NPL77	Scanning A New Horizon Food & Beverage Marketing, Aug. 1989, cover page, index page, and pp. 32-33 (7 sheets).	
	NPL78	Schedule of Presentation at May 1991 Food Marketing Institute Chicago Conference, and transcript of presentation by Robert J. Mannarino, 4 cover pages and pp. 1-14.	
	NPL79	Sidney Feltenstein, et al., "Does Couponing Make Good Business Sense?," Restaurant Business Magazine, vol. 90, No. 2, p. 152, Jan. 20, 1991 (printout of online version, 2 sheets).	
↓	NPL80	SSDS Inc., and Inter-Act Systems implement new "clipless" coupon program in major grocery stores in the Northeast. Business Wire, p. 9041023, September 4, 1996.	

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		Filing Date	June 26, 2003		
		First Named Inventor	David W. Deaton		
		Art Unit	3624		
		Examiner Name	Millin, Vincent A.		
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AAS	NPL81	Stop Bad Check Losses--Without Lifting the Phone, Drug Topics, Sep. 15, 1986, p. 42 (printout of online version, 1 sheet).	
	NPL82	Stuart Elliot, "A Last Hurdle for Shoppers: The Checkout-Counter Pitch," New York Times, late ed., Jan. 11, 1993, Sec. D., front page and p. 7 (4 sheets); and printout of online version (2 sheets).	
	NPL83	Supermarket Trims Bad Check Losses Via On-Line Authorization, The Data Communications User, Jul. 1975, pp. 41-42.	
	NPL84	Susan Bass and Jerrold Ballinger, "Early Use of Supermarket Scanners Bring DM and Sales Promotion Closer: Professors," DM News, p. 30, Mar. 1, 1989 (printout of online version, 4 sheets).	
	NPL85	Susan Zimmerman, "Holiday Expands Electronic Couponing", Supermarket News, vol. 38, No. 33, Aug. 14, 1988 (2 sheets).	
	NPL86	Tina Cassidy, "Confusion Reigns Over Checking and Credit Card Law," Boston Business Journal, pp. 1, 19, Apr. 6, 1992 (3 sheets).	
	NPL87	Trying to Get Smart, Retail Automation, May/Jun., 1989, pp. 9-10.	
	NPL88	U.S. patent application, Ser. No. 09/320,114, entitled "Method and System for Providing Customer Incentives Utilizing Dual Customer Identifications," inventor(s) Deaton et al., May 26, 1999.	
	NPL89	U.S. patent application, Ser. No. 09/354,263, entitled "Point-of-Sale Server and Method," inventor(s) Deaton et al., Jul. 15, 1999.	
↓	NPL90	U.S. patent application, Ser. No. 09/372,356, entitled "Method and System for Coupon Redemption Verification and Crediting," inventor(s) Deaton et al., Aug. 11, 1999.	

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AAS	NPL91	U.S. patent application, Ser. No. 09/372,376, entitled "Method and System for Responding to Market Conditions," inventor(s) Deaton et al., Aug. 11, 1999.		
	NPL92	U.S. patent application, Ser. No. 09/372,412, entitled "Method and System for Facilitating Consumer Purchases," inventor(s) Deaton et al., Aug. 11, 1999.		
	NPL93	U.S. patent application, Ser. No. 09/372,446, entitled "Method and System for Price Reduction Reconciliation," inventor(s) Deaton et al., Aug. 11, 1999.		
	NPL94	U.S. patent application, Ser. No. 09/372,451, entitled "Method and System for Compiling a Plurality of Incentives Directed to a Common Recipient," inventor(s) Deaton et al., Aug. 11, 1999.		
	NPL95	U.S. patent application, Ser. No. 09/372,452, entitled "Method and Apparatus for Filtering Point-of-Sale Information," inventor(s) Deaton, et al., Aug. 11, 1999.		
	NPL96	U.S. patent application, Ser. No. 09/375,603, entitled "Method and System for Providing Customer Incentives Utilizing Dual Customer Identifications, and Differentiated Incentives," inventor(s) Deaton et al., Aug. 17, 1999.		
	NPL97	U.S. patent application, Ser. No. 09/376,545, entitled "Method and System for Providing Customer Incentives at the Point-of-Sale," inventor(s) Deaton et al., Aug. 18, 1999.		
	NPL98	U.S. patent application, Ser. No. 09/378,779, entitled "Method and System for Providing Customer Incentives Utilizing Dual Customer Identifications," inventor(s) Deaton et al., Aug. 19, 1999.		
	NPL99	U.S. patent application, Ser. No. 09/395,306, entitled "Method and System for Providing Customer Incentives Utilizing Dual Customer Identifications and Selected Products," inventor(s) Deaton et al., Sep. 13, 1999.		
↓	NPL100	U.S. patent application, Ser. No. 09/396,838, entitled "Method and System for Providing Customer Incentives Utilizing Communication of Selected Product Incentives," inventor(s) Deaton et al., Sep. 15, 1999.		

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	NPL102	U.S. patent application, Ser. No. 09/414,829, entitled "Method and System for Differentiated Customer Promotion," inventor(s) Deaton et al., Oct. 06, 1999.		
	NPL103	U.S. patent application, Ser. No. 09/414,830, entitled "Method and System for Differentiated Customer Promotion," inventor(s) Deaton et al., Oct. 06, 1999.		
	NPL104	U.S. patent application, Ser. No. 09/420,639, entitled "Method and System for use in Generating an Advertising Message," inventor(s) Deaton et al., Oct. 21, 1999.		
	NPL105	U.S. patent application, Ser. No. 09/885,045, entitled "Method and System for Generating Incentives in Response to Substantially Real-Time Product Purchase Information," inventor(s) Deaton et al., Jun. 19, 2001.		
	NPL106	Virginia Miller, "The Vonschek: Electronic Checkwriting With Built-In Float", presented at The Supermarket Industry's Convention, Chicago, May 10, 1988, cover sheet and pp. 1-5.		
	NPL107	Web-Based Couponing, Ads Tested at Randalls (Randalls Food Markets tests link to web sites that offers a customized virtual store in which customers can find store specials and download coupons); Supermarket News, v. 47, n. 22, p. 25+, June 2, 1997.		
	NPL108	What Are We Learning About Electronic Marketing, Willard Bishop Consulting Ltd., Competitive Edge, pp. 1-4, Jun., 1990.		
	NPL109	Zimmerman, Denise; "Electronic Sticker Shock: Retailers Say Cost Is a Drawback . . . of Electronic Shelf Labels," Supermarket News, vol. 45., No. 38, Sep. 8, 1995, p. 17(2).		
↓	NPL110	Zimmerman, Denise; "Fiesta Mart to Test Radio Shelf Labeling," Supermarket News, vol. 45, No. 6, Feb., 1995, p. 9(2).		

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